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GUIDE · PRIVATE ADVISORY

Your employer can back you



Many companies pay for Private Advisory as leadership development. This guide helps you prepare the conversation. Pages 2 and 3 are written for HR or your management, and you can pass them on as they are.

THREE STEPS TO THE CONVERSATION

1

Say what it is about.

You don't need to share anything private. This is enough: "My role is changing, and I want to shape this transition well."

2

Show what the company gains.

What changes for your team when you decide more clearly? One example from your day-to-day convinces more than any argument.

3

Send this guide along.

Pages 2 and 3 answer the questions HR will ask: what it is, what it costs, and what stays confidential.

TEMPLATE FOR YOUR E-MAIL

Subject: Support for my next phase as a leader

Hello [name],

there is a lot happening in my role right now: [e.g. succession, new responsibility, the question of what comes next for me]. I want to shape this transition deliberately and would like to work with Julia von Winterfeldt on it. She was Managing Director at AKQA herself and now works with leaders in transition.

The advisory can be invoiced as leadership development. I have attached the details. Could we talk for 20 minutes?

Best regards
[your name]

What stays confidential: What we discuss stays between you and me. That also applies when your company pays.

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FOR HR AND MANAGEMENT

Your most experienced leaders are standing at a threshold.

They take experience with them that is rarely written down. And long before anyone leaves, something starts to shift inside.

In my conversations with leaders I see two patterns. Some keep pushing until their energy runs out. Others quietly wonder whether this is all there is, and leave, inwardly or for real.

When nobody looks, decisions get postponed, succession becomes rushed, and knowledge leaves with the person.

13.3 million

people in Germany's labour force will reach the statutory retirement age by 2040. That is 30 per cent of all people in the labour force.

Destatis (Federal Statistical Office), press release of 23 June 2026

WHAT YOUR LEADER TAKES AWAY

- A personal board for the time of their transition: someone at their side with no agenda of their own
- Clarity about the next phase
- A deliberate decision: reshape the role, prepare succession, pass on experience or leave well
- Energy for the work again

WHAT YOUR ORGANISATION GAINS

- Leadership that makes decisions again
- Succession planned with time to spare
- Experience that stays in the organisation where it works for both sides
- Leaders who feel: my company backs me in this moment

WHEN ORGANISATIONS USE PRIVATE ADVISORY

Keeping experienced leaders

A leader you rely on is unsure whether to stay.

Shaping transitions

Succession, new responsibility, or a move into a mentoring or advisory board role.

Supporting separations with dignity

When paths part, the person gets room for the question of what matters to them now. An alternative to classic outplacement.

Leading through restructuring

AI or a reorganisation puts the leader's own role in question. They gain clarity before leading their team through the change.

Sustaining energy

A leader is still delivering, but their energy is clearly dropping. The work starts before someone drops out.

Preparing a good exit

Retirement is two or three years away. Shaping it early means knowledge is passed on deliberately and the leader leaves well.

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FORMATS AND FRAMEWORK

Confidential, personal, directly with Julia von Winterfeldt.

AT THEIR OWN PACE

Leaders in Transition

from €7,800

Advisory Day to begin, 10 sessions of 90 minutes, sparring by voice message or short call (up to twice a month), support before critical moments, closing session with an outlook.

1 TO 2 DAYS

Advisory Day

from €2,760

One or two days away from the office, in Hamburg or in nature. For a big decision or a moment that cannot wait.

ONGOING

Sparring on Call

from €1,200 / month

One session a month and sparring before important decisions or board meetings. At least 3 months, then cancellable monthly.

Guide prices, plus VAT. We work out what your leader really needs in the first conversation.

What it adds: Leadership development makes people stronger in their role. Private Advisory starts when that role is changing or coming to an end. We work with mind, body and heart: sparring on decisions and options, simple exercises that help people stay steady under pressure and read their body's signals, and conversations about what truly matters to them. How deep we go is always the leader's choice.

Invoicing: as leadership development, also for several leaders

Confidentiality: The content stays between the leader and Julia. The organisation receives no session content.

Place and language: Hamburg, in person or online, German and English. Travel outside Hamburg at cost.

Scope: Private Advisory is not psychotherapy and not career coaching for the next job.



WHO YOU WILL WORK WITH

"I know what it is like to give direction while you are still looking for it yourself."

More than 20 years of leadership in London, New York and Hamburg, most recently Managing Director of AKQA Germany

Founder of SOULWORX, TEDx speaker, Top 50 over 50 Women to Watch 2025

Systemic coaching & therapy · trauma-sensitive & trauma-informed · embodiment & somatics

> *"Julia creates a space of absolute safety, in which I quickly gained clarity about myself, and I have felt more firmly rooted in myself ever since."*
>
> Christine L., CMO, automotive industry (translated from German)

Organisations SOULWORX has worked with include adidas, Daimler, Deutsche Bahn, Montblanc, Nintendo, Unilever, Vattenfall and ZEISS.

Let's talk about your situation for 30 minutes.

Free, confidential, directly with Julia von Winterfeldt.

calendly.com/juliavonwinterfeldt/30-minuten-soulworx-leadership_org_transitions

hello@soulworx.de · soulworx.de/private-advisory